El Excentrico

Humberto Garcia

December 20, 1967



Merry Christmas

Hank Coca's FURNITURE DISCOUNT HOUSE

and STAFF



New Church of GUADALUPE

Excentrico joins father Soto in extending thanks to all the Painters, Plumbers, Carpenters, Electricians and other construction workers who donated their time to make this project possible.
The new Guadalupe Church is located on the corner of Sunset and San Fernando Sts.
Photo by Richard Diaz.

Dr. Noe Arrazate, D.C.

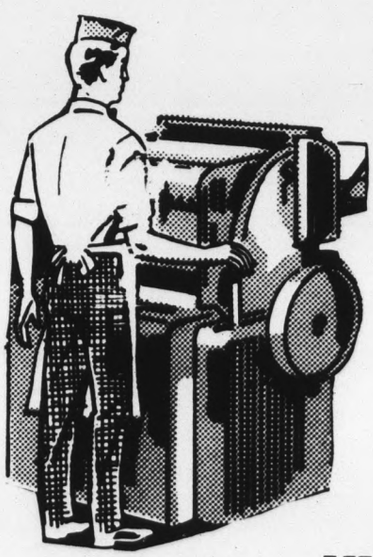
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CLUB AMERICA of San Jose, California FUT BOL SOCCER

Informa: "El Joven" BARAJAS.

Dado al interés despertado en los E.U.A. por el FUT BOL SOCCER; y en especial en Calif.; nos complacemos en presentar a su consideración la información de lo que acontece en el área de la Bahía, en particular en San José, incluyendo el calendario y la programación de los juegos que Domingo a Domingo se verifican en el "FRED WATSON PARK" East Empire St. y North 22 St. S. J.

Los juegos empiezan desde las 11 horas y terminan cerca de las 5 horas de la tarde.

SUNDAY JANUARY 7 1968.

FIRST DIVISION:

Club Latino ---- Independiente.

British American ---- Portuguese A. C.

SECOND DIVISION:

América F. C. ---- Watsonville.

THIRD DIVISION:

Hércules ----- Club México.

ALLIANCE DIVISION.

América ----- Club Latino

PENINSULA SOCCER FOOTBALL LEAGUE SECOND DIVISION.

Schedules Second Round of Games-Home Teams are Listed First.

Sunday January 7, 1968

Pacifica Chargers -- -- United Air Lines
America f. c. -- -- Watsonville s.c.
Monterey s.c. -- -- Aguias s. c.
Hayward United -- -- Fortuna 66

Sunday January 14, 1968

America F.c. -- -- Hayward United
Aguias s.c. -- -- United Air Lines
Pacifica Chargers -- -- Monterey s.c.
Watsonville s.c. -- -- Fortuna 66

Sunday January 21, 1968

Monterey s.c. -- -- Watsonville s.c.
Hayward United -- -- Pacifica Chargers
Aguias s.c. -- -- America f.c.
Fortuna 66 -- -- United Air Lines

Sunday January 28, 1968

Pacifica Chargers -- -- Aguias s. c.
Watsonville s. c. -- -- Hayward United
America F.C. -- -- Fortuna 66
United Air Lines -- -- Monterey s.c.

Felíz Navidad y Año Nuevo 1968.
Les desea el "Club América".
Alberto Sanchez - Tony Barajas.

Al Sr. Don Humberto García las reconocidas gracias por su atenta y desinteresada cooperación al difundir estas actividades deportivas.

Permitanme desearles Felicidad, Amor y salud en Navidad y Año Nuevo 1968.



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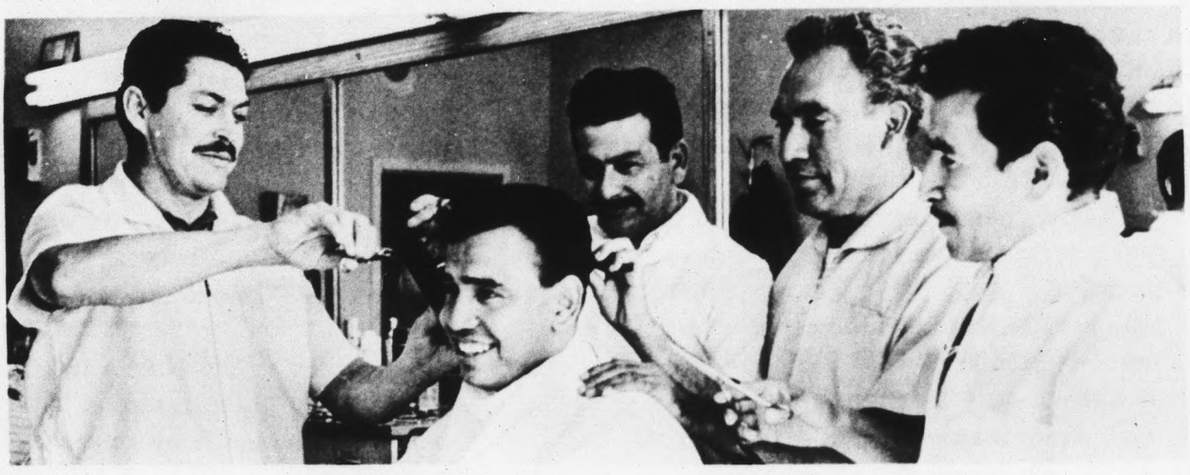
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Frank Campista General Manager of Pink Elephant Markets gets regal treatment from Pink Elephant Barber Shop.
Frank informs us that the Welfare Department Solicitation office has received a complete financial report of proceeds received from Hurricane Beulah Benefit Dance.

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CHRIS HENRY

MERRY CHRISTMAS

I imagine everyone is racking their grains about selecting a Christmas present, for their loved ones. But naturally its worth your time when you see their happy faces when they open up their gifts. So I do hope you all have a Merry Christmas and a Happy New Year.

Looks like I'll be writing the column for another year, alternating with Gloria Rodriguez. She'll be new at this, this year. And you'll see Hillards column too. He's done such a good job last year with the column and president of the club, so we've decided to vote him in as our president again. The newly elected officers of Club Riviera for this year are as follows:

Hillard Payer - President
Vivian Ramirez - Vice President
Juanita Padilla - Secretary
Paul Ramirez - Treasurer
Ron Henry - Sargeant at Arms and Historian
Joe Padilla - Athletic Director
Chris Henry - Publicity Director

Joe Padilla went hunting at Los Banos during pheasant season. He's been training his dog for two years to point. He's been getting discouraged, until the last day of the season. The dog finally pointed, and he was so excited he almost forgot to shoot the bird.

Ron Henry and family will be going home for a family reunion and a hunting trip at Idaho, over the Holidays. This time he plans to bring an Elk home, instead of a moose. Frank Kawakami is seriously thinking of going back again. I think he likes our reservation. Do you Frank?

The United Food Drive had their elections at the last meeting. The new officers will be pretty busy for the annual food drive. The officers this year are:

President: Mike Yabarra-American G.I. Forum.
Vice President: Candy Veliz-Club San Felipe.
Secretary: Marce Mora -Club Zanzaree.

There will be more information later on about the new officers. Four members of Club Riviera were elected:

Publicity Chairman: Bert Flores
Food Distribution: Hillard Payer
Raffle Chairman: Chris Henry
Concession Chairman: Gloria Rodriguez

Lois, Jean, Nita, Lorraine and Elaine. I'll be thinking of you while I'm over in the cold country. But I'll be back to give you a bad time at Hales.

Well until next year folks, take care and have a good time during the Holidays.



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SOCORRO FLORES de PEREZ

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Ambos son originarios de Cuatro Cienegas Coahuila, Mexico.



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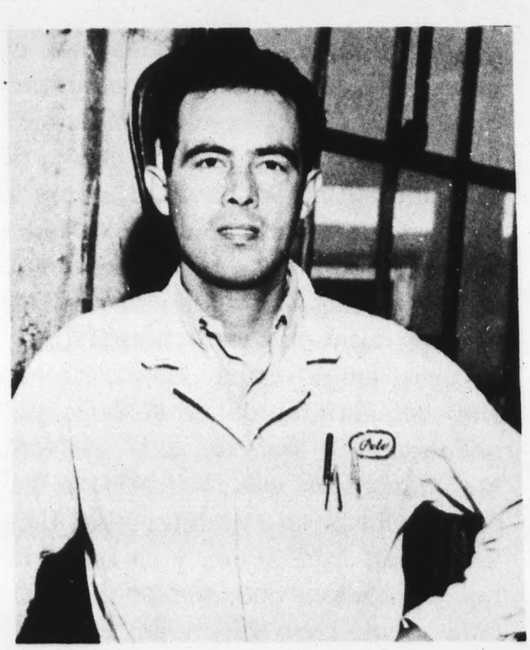
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por Daniel Saldaña

MEDITACIONES

Ya está aquí otra vez la temporada que marca la agonía de un año que irremisiblemente pasa a formar parte de la historia de los tiempos, del tiempo que hemos medido tomando como base la rotación de nuestro planeta, con la exactitud cronométrica de la rotación de los astros, sabemos que un día es el tiempo que la tierra tarda en dar una vuelta completa, girando sobre su propio eje imaginario; medimos el año por el tiempo que nuestro planeta tarda en dar una vuelta completa al rededor del sol.

Pero mi propósito no es hacer una meditación astronómica y he mencionado los astros, solo como base de la medida del tiempo. Mi propósito es mas bien relacionado con el espíritu de Navidad que renace en nuestros sentimientos cada año, precisamente en estos días en que celebramos el nacimiento de Jesús Cristo y de la Cristiandad.

El ejemplo de humildad y perdón que predicó el Mártir del Gólgota, encierra y engendra sentimientos que de ser obedecidos por los hombres, nos conducirían a una vida plena de bienestar y felicidad que nunca hemos alcanzado. Algunos recordamos la sabia doctrina del Crucificado solo cada Navidad, otros solo cada Domingo en el momento en que asisten a misa, también hay quienes la recuerdan todos los días. La recuerdan tal vez hasta con recogimiento y solemnidad, pero nadie la pone en práctica. Basta recordad los Diez Mandamientos de Moisés, para darse cuenta de que todos o casi todos esos Mandamientos son violados; si hablamos de las Obras de Misericordia, llegamos a la misma conclusión y en fin cada uno de los preceptos que nos pudieran dar una vida de dicha y de bienaventuranza, los ponemos en el saco del olvido y caminamos por la vida tratando de lograr nuestras propias satisfacciones, sin importarnos que para lograrlas tendremos que lastimar a alguno o algunos de nuestros semejantes. Nos encastillamos en una soberbia ególatra de nuestra propia grandeza y nada nos importan los que nos rodean, sentimos que en esa forma obran los demás y nosotros hacemos lo propio formando una cadena interminable que pasa de generación en generación; hoy imponemos nuestra soberbia sobre aquellos que no se pueden librar de ella, a la vez, alguien de quien no nos podemos librar nos impondrá su voluntad.

La arrogancia de el león que se sabe rey de la selva y la altivéz del águila que se siente reina del espacio y contra de sus semejantes.

A cerca de dos mil años de distancia del nacimiento del Redentor, la humanidad no ha podido aceptar su mensaje de humildad y benevolencia que nos hubiera evitado transitar por el camino de errores que está conduciendo a nuestra especie a lograr su propio exterminio.

Pero el espíritu de Navidad seguirá siendo solamente un símbolo de grandeza que nunca quisimos alcanzar. Año por año recordaremos el mensaje que no somos capaces de obedecer, "Quiere a tu prójimo como a ti mismo".



Feliz Navidad

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CLUB San Felipe

CANDY VELIZ

CLUB SAN FELIPE
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of you a

Merry Christmas

Since we are all supposed to have the Christmas spirit, I guess I won't be catty in this issue.

If Naro "Jerry" Moran's customers miss him he will be back on the job right after the lst of the year. He and his family went on a short vacation to Del Rio, Texas.

Vacationing in Southern California is the girl with the looks, Velia Duran.

While you are reading this column I hope to be in Del Rio, Texas visiting my parents whom I haven't seen for 3 years.

Raul Chapa will be doing the same.

****

The CITIZENS FOR CABRERA Committee, supporting the candidacy of San Jose State College Professor Dr. Arturo "Art" Cabrera for the 25th Assembly District seat, are having a Dinner on Friday evening, January 12, 1968 at the Lettermen's Hall, 425 North 4th Street, San Jose, to raise funds for his campaign.

The evening will begin with a no-host cocktail hour at 6:30 and a delicious steak dinner will be served at 8 p.m.

Tickets are $4.00 per person and may be obtained at the CITIZENS FOR CABRERA HEADQUARTERS, 216 North First Street, San Jose, or by calling - 292-0805 or 292-0806.

The United Food Drive will be on Feb. 23 and 25th. and the meetings are taking place every Monday at 7:30 p.m. at the Lena Manriquez Hall, 1266 E. Santa Clara St., San Jose.

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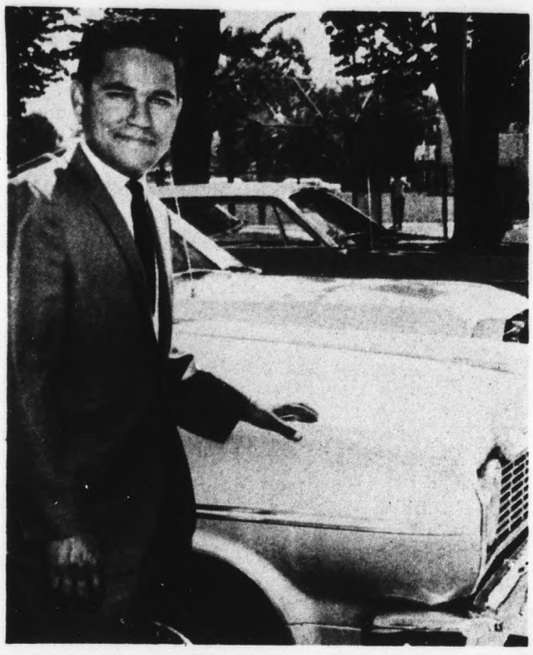
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En la grafica Martha Ortega de Ciudad Juarez, Humberto y Maria Garcia de San Jose Roberto y Sarah Sanchez tambien de esta ciudad.

La ocasion fue el eternamente popular salon de baile RAINBOW

foto por ricardo diaz.

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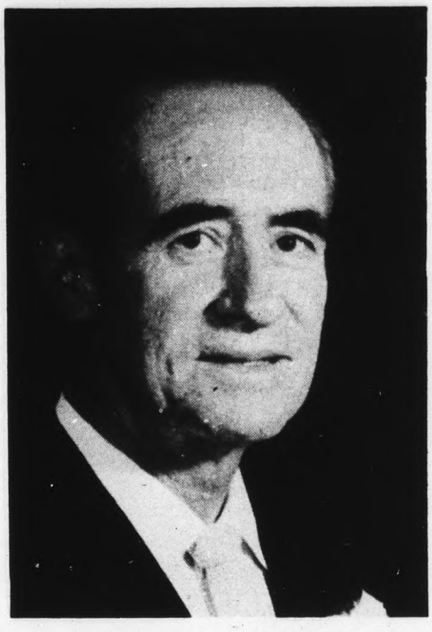
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CHRISTMAS GREETINGS

From Our Staff and Sponsors

MARY D. ROGERS





LUCY DILLON



Merry Christmas with best wishes for a Happy New Year

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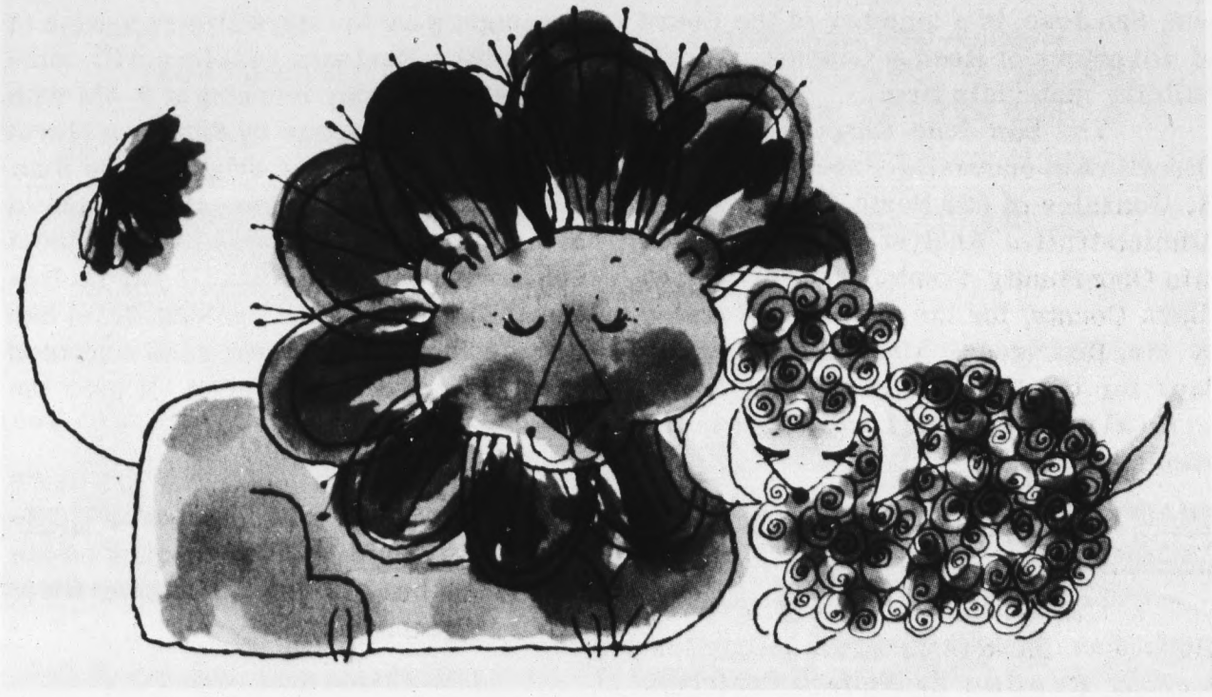


PEDRO M, DILLON



MANUEL J. FERNANDEZ

peace



San Jose Chapter

RUBEN AVELAR

RODRIGUEZ RETIRING

Robert Rodriguez, former Excentrico columnist, and a Past State Chairman of the American GI Forum, is retiring next month after serving on the City of San Jose Human Relations Commission for four years. Bob was one of the principals involved in pushing through the production of a motion picture, THE MANY FACES OF A CITY, which dealt with problems of minority groups in the City of San Jose.

ROBERT RODRIGUEZ



Rodriguez, of 2797 La Jolla Avenue, San Jose, is a member of the Board of Directors of Reed & Graham, a local building materials firm.

The San Jose Chapter Board of Directors is endorsing Forumeer Robert H. Gonzales of 632 North 3rd Street, an Administrative Analyst with the Economic Opportunity Commission of Santa Clara County, for the post being vacated by Mr. Rodriguez. Mr. Gonzales works days for the EOC and is studying law at Lincoln University Law School in the evening.

CHRISTMAS BASKETS PROGRAM UNDERWAY

The annual San Jose Chapter Christmas Baskets program is now underway, headed by Welfare Chairman Mel Graham. Contributions of $500 by Reed & Graham, $100 by Hank Coca's Furniture Discount House, and $50 from Machinists Union #2225 have guaranteed the success of this project for the sixth straight year. SJ Chapter members will gather at Ben Garza's home on the evening of Friday, December 22 to assemble the boxes, put the turkeys, canned goods and other food into the baskets and enjoy an evening of fellowship. Membership Chairman Al Pelayo has promised lots of delicious menudo and cold beer for the working party. The following morning, bright and early, Forumeers must drag themselves out of bed and get to the job of distributing the baskets to the needy in the area who have been selected to receive a San Jose GI Forum Christmas Basket.

We wish to publicly thank the many local merchants who have contributed very generously to this project this year and in the past.

MID-YEAR CONFERENCE IN FEBRUARY

San Jose Chapter Chairman David Sierra announced recently that the Mid-Year Conference of the American GI Forum, being held on the west coast for the first time ever, will take place on Feb. 24th at the Ste. Claire Hotel, Market & San Carlos Streets. The San Jose Chapter will welcome delegates from all over the country on Friday with a reception at the hotel. Business sessions will commence on Saturday morning at 9 AM with a welcoming message by San Jose Mayor Ronald James. That evening, the San Jose Chapter Beauty Pageant will unfold at the luxurious Starlite Ballroom. Guest of honor will be American GI Forum National Queen Rosalie Renteria from San Bernardino, California. Also expected to attend are delegates from all over the country who will be here for the Mid-Year

WELCOME to Bob Melendez and Louis Cobarruvias, our new members. CONGRATULATIONS to Pat Vasquez on his efforts as head of the SJ Chapter Civic Affairs Committee.

(continued next page) .....

QUESTION OF THE WEEK: If Peace on Earth, Goodwill Toward Men means peace on ALL of the earth, including Vietnam, why do people get all upset about other people demonstrating against the war in Vietnam?

DEAR LBJ: Please declare Sacramento a disaster area. Send another Governor immediately. If no governors available, send an actor who can play the role.

Thank You.

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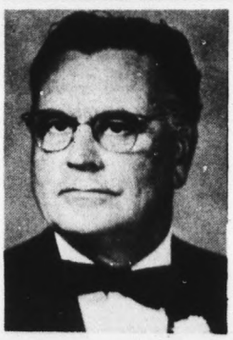
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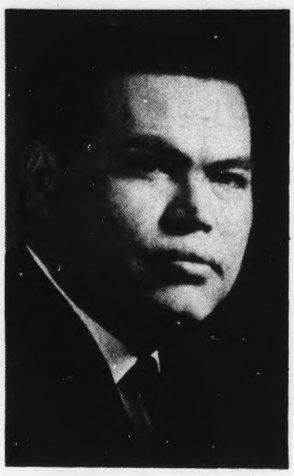
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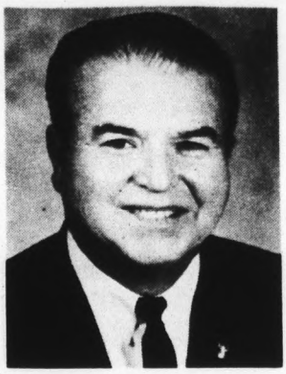
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The Mayfair Area INTERIM ZONING FREEZE

By John De Heras

Member of the San Jose Planning Commission

The rapid progress that has been made by the City of San Jose in its efforts to bring to conformity all areas of San Jose has been well demonstrated in the policy statement and interim land use plan for the Mayfair area of San Jose.

As a result of a study by the joint City-County Planning Committee recommendation on Dec. 14, 1966, an effort to more clearly describe the socio-econonomic conditions with which citizens of the Mayfair area are faced, was made from the 1966 special Census. Briefly they are as follows:

1 - A large proportion of minority citizens.
2 - Low income.
3 - High family size.
4 - High unemployment
5 - Less than half of the dwellings owner occupied.

In view of the aforegoing study, it was opinioned that there was an approaching crisis and that opportunities to avert the crisis existed. A broad based approach could continue to be fostered with the entire life situation of the low income person needs to be considered, and if any part, to be improved.

In the studies made by the County and city Planning Commission's committees, various factors were brought to light which would assist in the accerlation of the program and I will list them briefly from the report:

1. Direct involvement of the low income and minority persons in the process of improving the Mayfair area and the development of a sense of attachment to the rest of the Community.

2. That the first step in helping solve the approaching crisis is the establishment of physical development policies. Improvement of the physical environment is a key function of City and County planning. However, in the Mayfair area, this should not be sought as an end in itself but as a means of improving social and economic conditions. In this medium, the Federal Government recognizes the fact that one of the conditions contributing to blight is incompatible land uses and poor and loosely enforced zoning regulations. The proposed plan and policies attempt to alleviate this condition and prevent further blight.

3. As a result of the proposed zoning, and establishment of a General Neighborhood Renewal Program (GNRP) will effect more basic and significant changes.

As further results of the study, the San Jose City Planning Commission met at the Mayfair School on Jan. 24, 1967 and made official acceptance of the proposed land use plan. The San Jose City Council followed suit on Feb. 7, 1967, the Santa Clara County Planning Commission on Feb. 1, 1967 and in turn were followed by the Santa Clara County Board of Supervisors on Feb. 21, 1967 in essence the following zoning policy was instituted and I quote:

"The Mayfair Area is an older urbanized area located in the eastside of the City of San Jose. It is approximately one square mile in land area and surrounded by three major highways: The Bayshore, the future Capitol Espressway, and the Alum Rock Avenue.

This neighborhood has been the object of much concern by the City of San Jose, the County of Santa Clara, and the citizens living within the area. The mutual desire of these three groups has been to establish a guide for action through the process of investigation and evaluation. The result has been the establishment of major guide lines for improving the physical and social environment of this area.

The attached report sets down the Physical Development Policies and an Interim in Land Use Plan which are the first steps in this environment improvement program. These policies and this plan have been adopted as a guide for deci-

(continued next page) .....



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BAPTISM

On Nov. 11, 1967 Little Gene Lee, daughter of Mr. Carlos and Mrs. Dolores Soberanes, was baptised at the Holy Trinity Church. Her God Parents are Mr. Manuel and Silvia Moreno.

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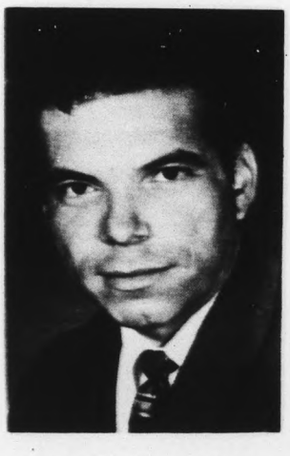
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MARGARITA ALDAMA SEREDIN

La Asociación para el Desarrollo de Negocios Pequeños (ADNP), es una organización permanente que se ha formado para mejorar el manejamiento de negocios. Se desea incluír todos los comerciantes y organizaciones interesadas en el éxito de estos negocios en esta Asociación.

El principal fundamental del sistema económico es el de mercados libres y el requisito necesario de entrada y movilidad es que los mercados sean disponibles para toda persona - sea como comprador o vendedor - en términos iguales y sin discriminación.

Es la meta de la Asociación de preservar y animar el concepto de mercados libres y de oportunidad.

Sin esta institución de mercados libres la libertad de empresa, competencia y libertad de contrato pronto se desaparecería.

La Asociación cree que el negocio presenta excelentes oportunidades a la población de habla española, no solamente para los dueños y gerentes de negocios, pero también para los empleados de esos negocios y al mismo tiempo beneficia a la comunidad en donde se localizan estos negocios. Lo siguiente es una declaración de la Asociación:

Numerosos y productivos negocios de habla española son necesarios en la comunidad de habla española.

El comerciante de habla española puede ser servido eficazmente, solamente por envolvimiento de la comunidad con acción dirigida a cumplir sus necesidades peculiares.

La (ADNP) somete que el futuro progreso de los comerciandes de habla española está en mejores manos con una organización totalmente dedicada ha este grupo que ha sido desatendido por demasiado tiempo.

BENEFICIOS:

1. Promoción de los intereses para el desarrollo de negocios pequeños.
2. Una carta con anuncios sobre corriente cambios económicos y como afectan nagocios pequeños.
3. Programas educativos para el comerciante en pequeño.
4. Juntas en problemas sobre el desarrollo de negocios pequeños.
5. Información sobre servicios disponibles para comerciantes.
6. Información sobre financiamiento para negocios.
7. Información sobre oportunidades en negocios pequeños.

OBJETIVOS:

1. Proveer para el bienestar general de los comerciantes en pequeño.
2. Promover educación en negocio continuo, servicio de consejos y ayuda financial para el comerciante.
3. Informar a los miembros de cambios en la economía sea de la ciudad, del estado, de la nación, y cómo estos cambios afectan su negocio.

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Si desea más información llame a Mrs. Margarita Seredin al Small Business Development Center.

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Sr. Martin y Sra. Altagracia Sandoval
participan a Ud. el enlace
de su hija e hijo

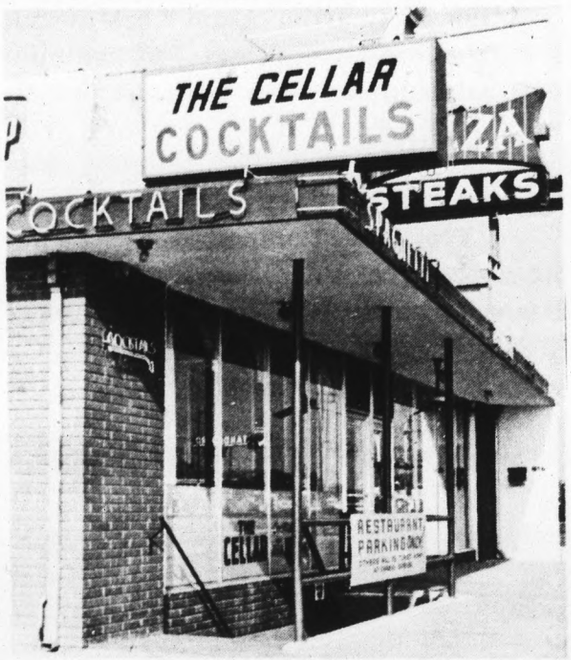
Evangelina y Israel

Y tienen el honor de invitar a Ud. y a su apreciable familia, a la ceremonia religiosa que se verificara el Lunes 25 de Diciembre, a las 2:00 p.m. en la Iglesia Monte Carmelo. James Ave.

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VOL. 19, No. 4 DECEMBER 20, 1967

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sions on proposals for development during the interim zoning freeze. The interim zoning freeze limits all new construction away from Alum Rock avenue to single family dwellings. In the unincorporated area, other uses may be allowed if the Board of Supervisors grant a special use permit. The interim zoning freeze is not effective until Jan. 1968".

The above zoning freeze was put into effect to permit proper evaluation by all parties concerned. Among these were policies recommended by the Mayfair Citizens Committee and I again quote from the report:

1) "That the local citizens' group be notified when a new development or rezoning is applied for. This could possibly be done through the office of Com. Develop-

2) Existing land uses will remain as legal non-conforming uses. The plan describes only what NEW development will be encouraged or discouraged.

3) The final plan, also to be prepared in consultation with local citizens, should include careful consideration for parks, open space, and provisions for their development.

4) In granting a rezoning, special consideration should be given to the effect it may have on the entire Community, bearing in mind the special nature of the problems and socio-economic conditions of the Mayfair area."

In keeping with the above, a meeting was held last night Dec. 14, 1967 at Mayfair School. In attendance were the Honorable Mayor Ronald James, Councilman Joe Colla; San Jose Planning Commissioner Dr. John de Hera; Luis Juarez, San Jose Community Relations Director; Stanley Twardus, Executive Assistant to the City Manager; Eldon Erickson of the City Annexation Division; Jerry Seredin, who outlined the proposed changes last night and member of the San Jose City Planning Staff; Bob Carlson and Roger Mobley of the City Planning Staff representative of various Mexican American organizations.

Some time in late January there will be a public hearing before the San Jose City Planning Commission and which time I invite you to attend and inform the San Jose City Planning Commission of your thoughts. We must not forget that we are a representative form of government and that all due process before the law will be protected in the public hearings.

In closing I wish to thank the San Jose Planning Staff for their hard work efforts in properly researching the area and it's need. The City's interest in this area was indeed manifested by the number of City officials who attended to explain and participate in the description of of the proposed zoning. It is also important to remind you at this time that the proposed rezoning map as presented by Mr. Jerry Seredin of the San Jose Planning Department was only a tentative map which means that it will be subjected to a public hearing before the San Jose City Planning Commission and after which the Planning Commission can approve it as presented or after it; that it's recommendation then goes before the San Jose City Council for final approval or changes at that elected body may see fit to do so.

If you need copies or other information regarding the above, please call 292-3141 and ask for the San Jose City Planning Department and they will supply you with the information and literature.

At last night's meeting it was stated by Mr. Stanley Twardus that the cost for the San Antonio storm drain program and specifications would be $850,000.00 but he informed me today that it was incorrect and that the true sum would represent $80,000.00. Mr. Twardes also asked me to advise you through this article that all property owners in the affected area will be notified in advance by mail as to the public hearings, on the Mayfair Area Rezonings.



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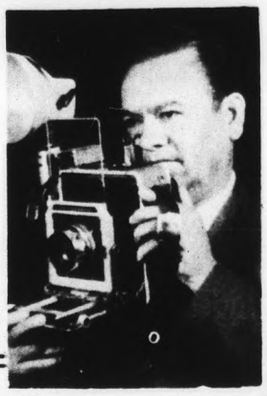
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Season's Greetings

and best wishes for the

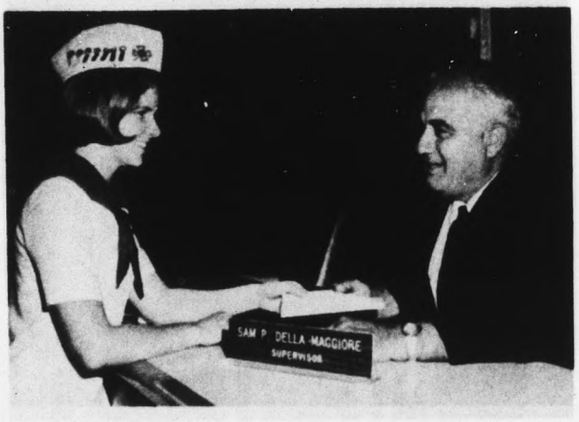
New Year





ALL - STAR 4 - H BANQUET BID

Is delivered to Board of Supervisors Chairman Sam P. Della Maggiore by 1966 Hilltop 4 - H Club All - Star Penny Kelly 14300 Clayton Road, San Jose. The six 1967 All - Stars were selected at the annual countywide dinner Saturday, December 9th 6:30 p.m. at Sweden House, Auzerais St. San Jose.



30 YEARS WEDDING ANNIVERSARY

On October 28th of this year Mr. and Mrs. GREGORIO LOPEZ celebrated their 30th year of wedding bliss. They make their home in Hayward.





Miss Cristina Lucero, daughter of Mr. Adan and Consuelo Lucero, exchanged wedding vows with Mr. Jose Murillo, son of Mr. Magdaleno and Guadalupe Murillo, on July 1, 1967, at the Holy Family Church. Services were rendered at 11:00 A.M. The reception and dance were held at the Eagles Hall.

Those participating in the wedding are as follows: Juan Murillo, Rafael Murillo, Robert Pagaduan, David Lucero, Lalo Garcia, Jose Heredia, Jose Heredia, Jose Luis Aguilar, Jose Carranza, Richard Pagaduan, Guillermo Pintor, Angie Mercado, Rosie Davila, Velia Garcia, Elidia Heredia, Diana Lopez, Eva Garcia, Ortencia Zapien, Lydia Zapien, Rosie Sanchez, Mary Vera; Flower girls - Linda Mendez and Leticia Lucero, Ring bearer - Bobbie Murillo.

The couple planned their honeymoon in Mexico.

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THE SAN JOSE GOALS COMMITTEE
What is it? What does it hope to Accomplish ?
San Jose is a Sleeping Giant With Growing Pains !

Population is expected to double in about 15 years - to 800, 000 people! This means there will be two people for every one you see now, two houses for every one you see now, more than two cars for every one you see now.

The question is: Will San Jose be just a "big, overgrown town" or a "great city?"

In 1965 the City Council established the San Jose Goals Committee - a group of 100 dedicated citizens who have entered the new era of citizen participation for community development. Through this Committee, individual citizens are shaping the future of San Jose.

Where is San Jose going? What is it to become? What do we want it to become? These questions are being carried into the many meetings, discussions and debates of the Goals Committee, which was set up to provide a blueprint for guiding San Jose's growth.

We have the potential to build a great city. But some questions will have to be answered before we can move ahead forcefully in the right direction. How can we get rid of congestion and smog? How can we prevent development of ghettos and blighted areas? Should we build low income housing throughout the community? How can we provide good housing for our older citizens? Do we have enough parks? Should we have a few large parks, or many small neighborhood parks? What kinds of activities should be downtown? Can we have a strong downtown "core area?" Should we have a major sports complex in San Jose? Should we have a convention center to bring in new business? How can we improve our transportation system, our communications? How can we eliminate discrimination? How can we provide employment for <u>all</u> residents? What cultural activities and facilities do we need? How can our rich Spanish heritage be developed to provide interest and identity for for the city?

In order to find answers to these questions, the San Jose Goals Committee has formed nine subcommittees to work individually in the following areas of community development:

Culture, Economic Development, Housing, Government, Human & Social Development, Metropolitan Core, Parks & Recreation, Public Services & Facilities and Transportation.

At the end of January, the nine subcommittees will give their recommendations to the Coordinating Committee, which will work the nine reports into one complete, coordinated Goals Proposal, to be submitted to the City Council in March. Subcommittees and the Coordinating Committee are working together to set priorities for action.

NOW IS THE TIME for everyone in San Jose to Think and talk about our city's future, and to get ideas and suggestions to the Goals Committee. What are <u>your</u> ideas and thoughts? Write them down and submit them to Don de la Peña at the San Jose Planning Department, City Hall, First and Mission Sts.; phone 292-3141, Ext. 511. You may call Don de la Peña for more information if you wish.



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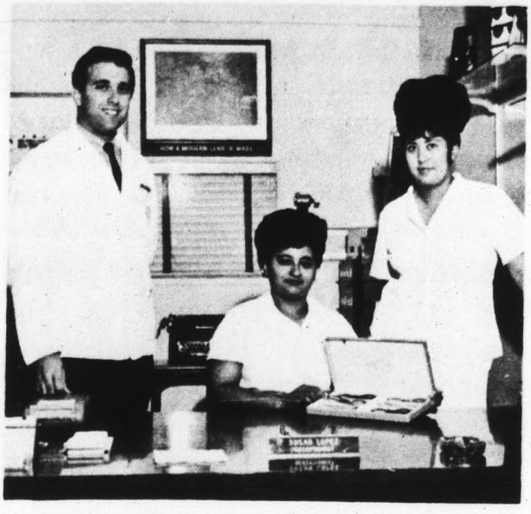
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EN LA FOTO EL DR. LAWRENCE STERN Y LAS ATENTAS RECEPCIONISTAS ANNETTE OBESO Y SUSANA LOPEZ.

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PAYS HOMAGE TO VIRGEN DE GUADALUPE in Mexico City

Sgt. Adauto Flores, Jr., recently returned from Vietnam. After having served 1 year of active duty.

His parents Mr. and Mrs. Adauto Flores, Sr. took their son to Mexico City, to pay homage to the Virgen de Guadalupe.

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Happiness of the Season

Sending a special wish your way, for everything it takes to make a perfect holiday. Merry Christmas and Happy New Year from all the girls of Club Zanzaree.

CONGRATULATIONS!

To Chick Gonzales and Dolores Hernandez who will say their marriage vows January 13th. To Armida and Manuel Chacon who were wed the 23rd of December. The best of luck to all of you.

To Lydia and Art Walker owner of the Discorama Record Shop who are proud parents of a nine pound baby boy named Edward James.

VACATIONING!

In Mexico City Marcie Mora.

Marcie was supposed to return in one month, notice I said was supposed to-but from what we hear, Ay la vida es pura VIDA!

Also in Mexico City is Armida and Ray Cabello.

Sally Navarro and Olga Burciga decided to spend Christmas in San Antonio, Texas.

GET WELL SOON!

To Lydia Navarro and Wester Sweet, a very speedy recovery through these holidays, they will undergo minor surgery.

BAILAMOS???

The discovery of the Continental Gents is one of the best yet. Under the management of Pete Herrera. Also feauring the fabulous Bobby Escobedo.

Dear Friend:

This letter was started by a woman like yourself in hope it will bring relief and happiness to tired and bored housewives like yourself. Unlike most chain letters, this does not cost one red cent. Simply send a copy of this letter to five of your friends who are equally bored and tired. Then bundle up your husband and send him to the woman whose name appears at the top of the list. In time you will receive 116,728 men. Some of them are bound to be a heck of a lot better than the one you have now.

Have faith, DO NOT BREAK THE CHAIN. One woman did and she got her her old man back!

Hopefully yours,
Liz Taylor
Carol Baker
Rita Hayworth
Christine Keeler
Ava Gardner

P.S. At the time of writing, a friend of mine received 356 men. They buried her yesterday. It took three undertakers, six hours, to take the smile off her face.

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marriage of their daughter

Nancy

to

Mr. Nick Joseph Sanchez

Son of Mr. and Mrs. Nicolas Sanchez

On Saturday, January 27th at 2:00 in the afternoon at
Saint John Vianney Church.

San Jose, California 1968



Nancy is a native of this city, graduated from Mt. Pleasant High School and is planning on a Nursing Career. Her father, Mr. Carmelo Hernandez operates his own CATERING SERVICE operating out of FARRELL'S 92 N. First St.

Nick is a native of Roseville, California has resided in San Jose for the last 16 yrs. Attended City College.

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Angie Coranado

POSADAS



Esta noche he llorado por mi pobre Judía. Con sus pies pequeñitos paso a paso camina. Tiritando de miedo por la calle sombría.

Con su capa gastada San José la cobija. Con sus manos de obrero calienta sus manitas. Es inútil empeño, sus manitas están frías. No hay calor en la tierra se ha helado la campiña.

No hay calor. Otras madres en sus alcobas tibias dan a luz a otros hijos.

Mientras que ella; mi Virgen en la calle tiembla mi Judía.

Por haberle negado aquella Peregrina un rinconcito pobre donde nazca la Vida.

Cada estremecimiento y cada sacudida su cuerpo bendito lágrimas de agonía; tendrá para estas madres y hombres el Señor; por su reguera maldita.

Por la espada de Herodes descenderá su era.

Se han cerrado las casas de la tierra escojida y en el frío de la noche va temblando mi Judía. Esta noche ha llorado mi pobre Virgencita.

LA NOCHE BUENA

La noche buena es virtud de la humildad es la piedra angular de la paz, amor y humildad.

La Navidad es la fiesta de los humildes, la fiesta de los niños y los pobres.

El corazón es el lugar, es el pesebre sucio y frío. El corazón es el rincón donde el Niño nace como lo hizo aquella noche de Belén, pero al volver a nacer El nos transforma el corazón nos purifica.

La nieve es nuestro símbolo.
La luz nuestra señal.
El Amor nuestra marca.

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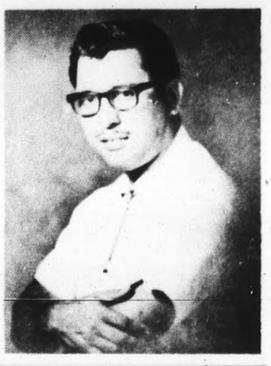
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CRITICA SOCIAL

POR RUDY BELLOUMINI



HOW DO YOU FEEL ABOUT MIXED MARRIAGES ?

Celia Roman - I don't believe in them! People should marry their own kind. As a Mexican, I would rather marry one of my own. If we don't have the same cultural background and nationality, there will be trouble. As far as I'm concerned, there is nothing like a Chicano for a good life, even if he is hard to get along with, sometimes.

Luz Lopez - I don't care if he is an Italian, if we understand each other; that is what counts. Just as long as he is of the Latin Type, I'll marry him.

Bart Curto - I don't think they are good. According to my Religious Belief, "Each to his own kind," because although adults when they first marry, feel they can solve their problems, later in life they and especially their children find it more difficult to enjoy daily happiness.

Emiko Azama - Fine, the only two people that it matters to is the ones that are involved. As long as they love and understand each other, what difference does it make to others?

Andy Andrews - I don't believe in them! As far as the husband and wife, its O.K. but it could affect the children in several ways.

Johnny Miranda - I have no objection to them. If I'm in love with her, I don't care how anyone feels about it: I'll marry her. After all, I'm the one who has to support her.

Benny A. - Personally, I feel that I would prefer my own Mexican decent. Because of our customs, culture, traditions and especially since we like to eat the same foods. But don't get me wrong, probably a smart woman can convince me very easily. I have no will power when it comes to women!

Cora King - Depends on the individuals involved, if they are in agreement with each other. As long as there are no children involved, it doesn't make any difference in their race or color.

QUESTION FOR NEXT ISSUE:

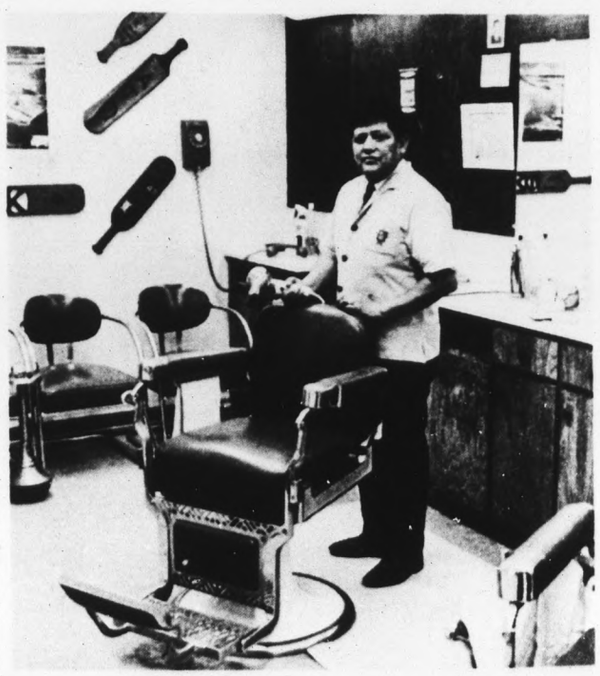
As a recipient of the Welfare Department do you feel discriminated by your social worker? If you would like to express your feelings on this matter, please contact Richard Diaz, CY-2-3294. Your name will be withheld.

Suggestion for a Xmas gift: Especially for those that have everything... "A HIPPIE BELL".... ever seen a COW wear one?



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With all good wishes for Christmas and the coming year.

FRANK DAVILLA
296 - 0306



Rochelle Rodriguez fue coronada Reina de los CHARROS EL DORADO el Sabado 18 de Noviembre en el Horseman's Association durante el Baile de Dicho Club.

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